What is claimed is:

1. In a video game, wherein a plurality of possible animated actions can be taken by a game character in response to an input from a user provided through a game controller, a method of controlling game play, comprising:

detecting user input from the game controller requesting an animated action by the player;

reading an adrenaline value from a control element on the controller indicating a level of aggression desired by the user for the animated action;

selecting an animated action from the plurality of possible animated actions based at least in part on the adrenaline value; and

performing the selected animated action.

2. The method of claim 1, further including using an analog button on the controller as the control element for indicating the level of aggression desired by the player for the animated action.

3. The method of claim 1, wherein the video game is a sports video game

4. The method of claim 3, wherein the sports video game includes a momentum feature that can affect game play, said method further

including adjusting a momentum value based at least in part on the adrenaline value that is used for an animated action.

5. The method of claim 3, wherein the sports video game is a basketball game.

6. The method of claim 1, further including adjusting at least one player parameter used by the video game based on the adrenaline value.

7. The method of claim 6, wherein the at least one player parameter includes a shooting percentage for the player.

8. The method of claim 6, wherein the at least one player parameter includes a foul percentage for the player.

9. The method of claim 6, wherein the at least one player parameter includes a blocking percentage for the player.

10. A method of controlling game play in a video game, wherein a user interactively controls a game character in a virtual environment using a game controller, the method comprising:

defining initial character parameters for the character for use during game play;

detecting user input from the game controller requesting an animated action by the character;

reading an adrenaline value from a control element on the controller indicating a level of aggression desired by the user for the animated action;

adjusting at least one of the initial character parameters based on the adrenaline value; and

performing the animated action using the adjusted character parameters.

11. The method of claim 10, further including using an analog button on the controller as the control element for indicating the level of aggression desired by the player for the animated action.

12. The method of claim 10, wherein the video game is a sports video game.

13. The method of claim 12, wherein the sports video game includes a momentum feature that can affect game play, said method further including adjusting a momentum value based at least in part on the adrenaline value that is used for an animated action.

14. The method of claim 12, wherein the sports video game is a basketball game.

15. The method of claim 10, further including adjusting a plurality of character parameters based on the adrenaline value.

16. The method of claim 14, wherein the at least one character parameter includes a shooting percentage for the character.

17. The method of claim 14, wherein the at least one character parameter includes a foul percentage for the character.

18. The method of claim 14, wherein the at least one character parameter includes a blocking percentage for the character.

19. The method of claim 10, wherein the control element is an analog button and adjusting at least one initial character parameter includes scaling the at least one parameter based on a relative position of the analog button at the time the animated action is requested by the player.